

## ORDER



WOOD

**Orders**  
**Order / Rev:** 210844  
**Alt Order #:** 6859698  
**Product Desc:** order  
**Estimate:** C01B  
**Flight Dates:** 10/01/12 - 10/07/12  
**Original Date / Rev:** 09/28/12 / 09/28/12  
**Order Type:** REG

**Primary AE:** Petry Philadelphia  
**Sales Office:** P-PHI  
**Sales Region:** Nat

**Agency**  
**Name:** Smart Media Group  
**Buying Contact:**  
**Billing Contact:**  
 814 King Street  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** POL/Detroit International Bridge  
**Demographic:** A35+  
**Product Codes:** PL2  
**Priority:** P3  
**Revenue Codes:** AGY, POL, POL-ISS

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:** IN10086/SP6681/TO1332/MO1041

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/06/12	14	\$9,775.00	\$8,308.75

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	14	\$9,775.00	\$8,308.75	0.00
<b>Totals</b>	<b>14</b>	<b>\$9,775.00</b>	<b>\$8,308.75</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WOOD	10/01/12	10/01/12	Noon News News 8 @ Noon	CM	12-1p	M- - - - -	:30	1	\$650.00	P3	0.00	NM	1	\$650.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M- - - - -					1	\$650.00		0.00			
E 2	WOOD	10/02/12	10/02/12	Noon News News 8 @ Noon	CM	12-1p	- T- - - - -	:30	1	\$650.00	P3	0.00	NM	1	\$650.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	- T- - - - -					1	\$650.00		0.00			
E 3	WOOD	10/03/12	10/03/12	Noon News News 8 @ Noon	CM	12-1p	- - W- - - -	:30	1	\$650.00	P3	0.00	NM	1	\$650.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	- - W- - - -					1	\$650.00		0.00			
E 4	WOOD	10/04/12	10/04/12	Noon News News 8 @ Noon	CM	12-1p	- - - T- - -	:30	1	\$650.00	P3	0.00	NM	1	\$650.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	- - - T- - -					1	\$650.00		0.00			
E 5	WOOD	10/05/12	10/05/12	Noon News News 8 @ Noon	CM	12-1p	- - - - F- -	:30	1	\$650.00	P3	0.00	NM	1	\$650.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	- - - - F- -					1	\$650.00		0.00			

Order / Rev: 210844  
 Alt Order #: 6859698  
 Flight Dates: 10/01/12 - 10/07/12

Advertiser: POL/Detroit International Bridge  
 Product Desc: order  
 Estimate: C01B

WOOD

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 6	WOOD	10/01/12	10/01/12	5am Daybreak 5am Daybreak	CM	5a-6am	M-----	:30	1	\$325.00	P3	0.00	NM	1	\$325.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12    10/07/12    M-----            1    \$325.00    0.00															
E 7	WOOD	10/02/12	10/02/12	5am Daybreak 5am Daybreak	CM	5a-6am	-T-----	:30	1	\$325.00	P3	0.00	NM	1	\$325.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12    10/07/12    -T-----            1    \$325.00    0.00															
E 8	WOOD	10/03/12	10/03/12	5am Daybreak 5am Daybreak	CM	5a-6am	--W----	:30	1	\$325.00	P3	0.00	NM	1	\$325.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12    10/07/12    --W----            1    \$325.00    0.00															
E 9	WOOD	10/04/12	10/04/12	5am Daybreak 5am Daybreak	CM	5a-6am	---T---	:30	1	\$325.00	P3	0.00	NM	1	\$325.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12    10/07/12    ---T---            1    \$325.00    0.00															
E 10	WOOD	10/05/12	10/05/12	5am Daybreak 5am Daybreak	CM	5a-6am	----F--	:30	1	\$325.00	P3	0.00	NM	1	\$325.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12    10/07/12    ----F--            1    \$325.00    0.00															
E 11	WOOD	10/06/12	10/06/12	Daybreak Sat @6am Daybreak Sat 6am	CM	6-7a	-----S-	:30	1	\$400.00	P3	0.00	NM	1	\$400.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12    10/07/12    -----S-            1    \$400.00    0.00															
E 12	WOOD	10/02/12	10/02/12	LN M-F M-F News 8 @ 11	CM	11-1135p	-T-----	:30	1	\$1,500.00	P3	0.00	NM	1	\$1,500.00
NEWS 8 AT 11PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12    10/07/12    -T-----            1    \$1,500.00    0.00															
E 13	WOOD	10/03/12	10/03/12	LN M-F M-F News 8 @ 11	CM	11-1135p	--W----	:30	1	\$1,500.00	P3	0.00	NM	1	\$1,500.00
NEWS 8 AT 11PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12    10/07/12    --W----            1    \$1,500.00    0.00															
E 14	WOOD	10/06/12	10/06/12	LN Sa Saturday News 8 @ 11	CM	11-1130p	-----S-	:30	1	\$1,500.00	P3	0.00	NM	1	\$1,500.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12    10/07/12    -----S-            1    \$1,500.00    0.00															
													Totals	14	\$9,775.00